

Object

In this project proposal, I suggest “Sanitizer saves the Earth”. The design intends to make people realize that their actions, however small they might be, can save many lives and bring symbiosis amongst all creatures in the world. Through this interactive media, users can donate a sanitizer from “buy one, get one”. It helps people who are struggling with water shortage to maintain hygiene and further prevent diseases such as Ebola. Moreover, the used plastic containers of sanitizers are resold and can bring them additional money. They can invest the money in water purified system. Buying a sanitizer to donate can be silver lining as it can show the result of what a cheap donation can do.



Ebola infographic [<http://apps.who.int/ebola/>]

One of the preventing way is washing hands with soap and water frequently on the WHO website.

But, in fact, they even don't have enough water to drink

Background

People live together in the Earth. They should know the way of symbiosis with other people and creatures in the Earth. They also should consider their behavioral influences because it will bring back to them with other things. Interaction is inevitable in the world. For this reason, if we cannot avoid interaction, I would like to design interactive communication in positive way to give happiness to users and others directly and indirectly.

Through the course of MA Interaction Design Communication, I am going to study design and psychology for interaction design. Then, I would like to make prototypes of interaction design to research that how interaction design lead sympathy from users and how users can achieve their happiness and satisfaction from interaction.

Methodology

Research – Current significant problems from an insanitary environment of water scarcity countries.

The effects of handy sanitizers to block diseases.

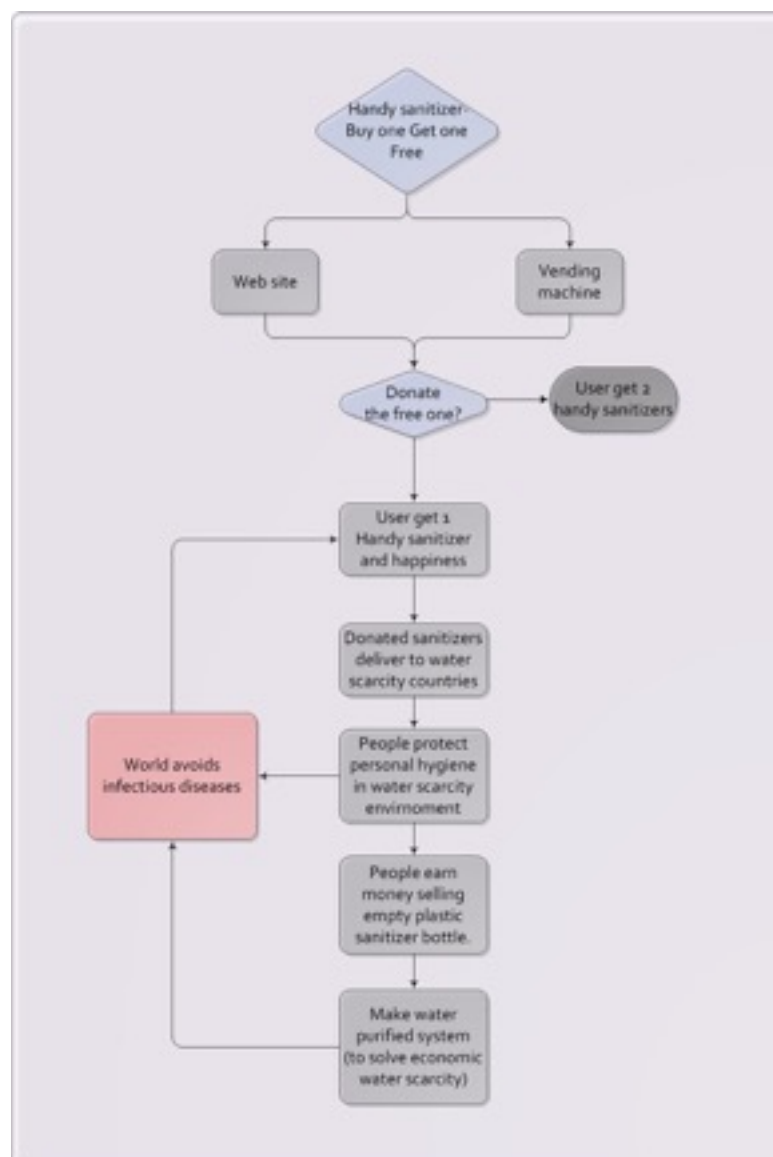
Campaign - I would like to make this project to be campaign with help of school.

I believe London College Communication School can link between student and OpenIDEO or other project for the public such as world water day event.

Practical interactive communicator - Types of prototypes will be defined by result of research but I consider website and vending machine as representative prototypes of the online and offline sides.

Thesis - Interaction design and sympathy.

Exhibition - “Sanitizer saves the Earth”



Expected result

I hope to be interaction designer and researcher to make better places. While I lead this project, I would like to study various theories of design, cognitive psychology and psychology of behavior to make human-centered media. In particular, I interested in leading sympathy from users during interaction between human and technology. In addition, I will be equipped with not only academical skills – making prototypes, researching design, writing an essay - but also professional works - holding exhibitions and campaign over this project

For Users

This interaction design delivers message to users that they can save many lives by their small an action . Through giving donations, they also can achieve their happiness helping other people and save themselves against strong infectious diseases.

I would like to make them understand that donation can be happened in ordinary lifecycle. This interaction design will promote sustainable symbiosis practices in ordinary life. Users will live considering more their behavior influences even they interact between human and technologies. They can aware the connections among creatures in the world.

For World

Currently, Ebola deaths hits 10000 cases. I would like to reduce the rate of the increase in death from Ebola outbreak and other infectious diseases. On the medical side, people can preserve their hygiene and prevent themselves from strong infectious diseases. On the other economical side, reusable empty bottle will be new resources for water scarcity countries. They can sell bottles and earn money. Eventually, the budget from empty bottle can be invested to construct water purified system. The system will secure the amount of purified water then it will be prevent health problem in that countries. Finally, The world can save many people from water problems.

[1] <http://www.bbc.com/news/world-africa-28755033>